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Robert P. Keim

Ad Council Picks Keim To Succeed Repplier

Robert P. Keim has been selected to succeed Theodore S. Repplier as president of the Advertising Council, non-profit organization devoted to promoting public service advertising campaigns.

The new appointment, effective July 1, was announced by Edwin W. Ebel, chairman of the council board. Mr. Keim, 46, is resigning as a second vicepresident, marketing-advertising, of the Chase Manhattan Bank on April 1 "to familiarize himself with his new duties."

Mr. Repplier, having reached retirement age, will relinquish his responsibilities of general management of the council next July. But the directors have asked him to continue to supervise the organization's international activities.